

ABSTRACT

A method by which potential buyers are identified includes receiving a description of an item a potential buyer intends to purchase within a particular time, determining a reward for the potential buyer based on intent data, providing the reward to the potential buyer and applying a penalty to a financial account of the potential buyer if the potential buyer does not purchase the item within the particular time period. The system includes a controller coupled to at least one input device with the controller operable to compute a reward offer. The controller includes circuitry, or software, configured to compute and apply a penalty if the potential buyer does not purchase the item within the particular time period.